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DEALERSHIP MINDS

SUMMIT 2024

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getting out of
the store, the
Dealership
Minds Summit
is always time
well spent!"*

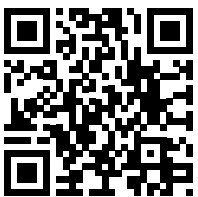
— Todd Kunau,
Kunau Implement



Planning & Executing Transitional Management

AUG. 6-7, 2024 - MADISON, WIS.

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Top Management Development Minds to Gather for 10th Annual Dealership Minds Summit

As dealership businesses grow — via mergers or organically — and customers' operations become more sophisticated, the need for dealers' bench strength has never been more important. Recruitment, retention and grooming of staff continue to rank among dealers' top concerns. The dealership of tomorrow cannot be run like the dealership of yesterday. Do you have the executive and departmental leadership to run it today? In 3 years?

Michael Piercy, vice president of dealer development with North America Equipment Dealers Assn. notes a primary concern evident in its Workforce Development survey. "Because of consolidation and growth, retirements, the evolution of the business, new customer demands and other things, having the right people in the right job is vital."

According to the survey, nearly one-third of dealers point to deficiencies in their bench strength. And nearly 50% of CEOs admit they aren't doing enough to develop talent capable of stepping up and into senior/mid-level management roles. Strategic, diligent effort is needed to identify, prepare and ex-

cute the transition to the next generation of management.

For these reasons, the *Farm Equipment Dealer Advisory Board*, Dealership of the Year Alumni Group and past Dealership Minds Summit attendees asked for a Leadership-themed event in 2024. As in every one of the previous 18 Dealer Summits, there won't be a moment of your time wasted in this 2-day collaborative schedule, packed with general sessions, dealer-to-dealer panels, interactive roundtable discussions on key topics, focused classrooms, networking meals and more. You'll make new connections with dealers from different AORs — and different brands — who'll be just one phone call away, compounding your knowledge network. You'll leave Madison with actionable ideas from the very best minds in the business that you'll immediately implement.

The most influential "Dealership Minds" in the industry — of every color, size and experience — gather Aug. 6-7 in Madison. Isn't your business worth a 2-day time investment?

— **Kim Schmidt, Executive Editor**

PRE-SUMMIT WORKSHOP: Lessons to leverage your leadership and to develop other high-performing leaders

This highly interactive workshop will teach leadership lessons from the experience of thousands of dealership managers and leaders whom George Russell, Russ Green and other MAC Advisors coached over the years for their development in leading high-performing dealerships and to help them build management bench strength for growth or succession.

In this 3-hour workshop, you'll gain practical and immediately applicable insights:

- A better understanding of your preferred leadership styles and when you should change your style to be more effective.
- Lessons to lead different generations - Younger people man-



George Russell

Russ Green

aging older generations, and vice versa.

- Challenges and opportunities to lead larger organizations - how your style and organization structure change with scale.
- Attracting and developing nontraditional leaders, including women or those with non-farm backgrounds.

Don't expect a lecture when you sign up for this limited-participation workshop. You'll participate in a mutually supportive learning experience. You'll receive pre-workshop homework and can expect to work in small groups, learning from others and sharing your insights with others who seek high-performance leadership.

Tuesday, August 6
9 a.m. - Noon
\$199 per attendee
Includes Lunch!
Limited to 75 attendees

Must be registered for the Dealership Minds Summit to attend the pre-summit workshop.

Tuesday, August 6, 2024, 1 p.m.

KICKOFF SESSION: Building Your 'A-Team'

Sponsored by:



From modest beginnings as a 2-store dealership to a publicly held company with 75 ag stores today, Titan Machinery (Farm Equipment's 2006 Dealership of the Year) leadership knows a thing or two about building and empowering a successful team. President and CEO **BJ Knutson** gets the Summit started with a deep-dive into how the Case IH and New Holland dealership mentors its younger staff to prepare them for eventual management and leadership roles.



BJ Knutson
President and CEO
Titan Machinery

Titan's ability to rapidly grow over the last 50 years was dependent on having the right people lined up who could support that growth. And because dealers can no longer find the "ready-to-go" talent in their backyards, Titan took a "grow-your-own" approach. It has worked, says Knutson, because of supporting processes that ensure success.

You'll Learn:

1. How a combination of structured training and mentorship will prepare your next generation of department managers and leaders.
2. How to implement a rotational trainee program to properly expose and prepare young employees for future management roles.
3. Why mentorship is critical in preparing the next generation.

Knutson shares how and why Titan Machinery launched its own management trainee program in 2016. The program targets young talent with management potential and a strong work ethic. Over the 2 years, the trainees are exposed to the entire business and are groomed to step into a store manager role.

Speakers and session topics are subject to change. Check the website and app for any changes to program.

Dealer Panel: Leadership Succession — As Scripted

In this special session, recently retired **Leo Johnson** (chairman) & **Eric Reuterskiold** (president/CEO) of Johnson Tractor (Dealership of the Year Alumni Group) rewind the clock and describe the succession plan they carefully scripted in 2011 and fully executed in 2021.

Reuterskiold was a young operations manager for the 3-store group when the Johnson brothers identified him and called upon him to lead the company until their children would be of the age to consider returning.

No one knew for sure how the plan would play out, but it did as *Farm Equipment* reported in 2014. Recently, the 3rd generation returned and assumed leadership roles, under the direction of Reuterskiold.

In this tag-team presentation both owner and successor detail how to make what could be an uncomfortable situation work, with emphasis on open and honest communications about a plan that all commit to following. If you haven't seen Johnson and Reuterskiold present before, they're known for calling it like they see it, warts and all.



Leo Johnson
Chairman
Johnson Tractor



Eric Reuterskiold
President/CEO
Johnson Tractor

You'll Learn:

1. What should go into a succession planning document that is direct yet still allows flexibility for an array of challenges.
2. What capable talent wants to see to confidently engage in a plan that may not have the promise of ownership.
3. The milestones and checks and balances to see if the plan is on track and/or needs to be altered, and to keep all parties accountable to the covenants made to one another.

"It doesn't matter the size of your dealership, you're among some of the greatest minds in the industry at this event..."

— Doug Vahrenberg, Vahrenberg Implement

Dealer-to-Dealer Roundtable Discussions Set 1

Roundtables bring dealers together to discuss a focused topic for 60 minutes. Get ready — the floor is open for you to get your most pressing questions answered, and the ideas and contacts gleaned from these open conversations are always cited as the top value of the Summit. Sessions are concurrent, so bring others from your dealership to capture even more actionable ideas and discuss their implementation on the way home. The first set of round table topics includes:

1. For Large Stores Only
2. Tools to Accurately Evaluate Potential & Aptitude
3. Best Practices for Preparing New Department Managers
4. Dealer-Specific Employee Retention Plans That Actually Work
5. How to Know When It's Time to Hire Leaders Outside the Family
6. How to Keep the Pipeline Full for Your Most Critical Positions
7. Mentoring Young Leaders for Management
8. Management Systems Explanations (EOS, Great Game of Business, etc.)
9. For Small Stores Only

Interacting with your fellow dealers is your most valuable experience!



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General Session: Building Your Bench

In this focused session, former dealer executive Wayne Brozek digs into the ins and outs of identifying, preparing and executing a program that builds your management bench. As the founder of dealer performance group WB Global, Brozek works with dealers to help improve their operations, leadership skills and more.

During this session Brozek shares how a bench strength building program will help your dealership focus on nurturing employees to prepare them for future leadership demands. He says you need to start by assessing talent and identifying the key skills and success factors that are needed for each position. Once you identify high-potential talent, you need to provide tailored training, mentoring and opportunities for growth.

Brozek says dealers must provide monitoring, evaluation and transparent communication to ensure alignment with the goals of both company and employees. By prioritizing talent development and proactive planning, organizations can cultivate a resilient workforce capable of meeting the hiring and retention challenges dealers have faced and long-term solutions for the dealership.



Wayne Brozek
VP of Operations
WB Global

You'll Learn:

1. Keys to assessing current talent to evaluate employees and advance talent with high potential.
2. Why you must have a succession plan for all key department and executive positions, and how to go about their implementation.
3. Key employee engagement and retention strategies that help younger staff see how they can contribute in the short term, while preparing them for potential management roles.

Networking Reception, Dinner & Dealership of the Year Program (Included)



2024 marks the 20th year of *Farm Equipment's* Dealership of the Year program. *Farm Equipment's* Dealership of the Year program began in 2005 "to elevate farm equipment dealerships that are leading in best practices, operations management and customer care."

During dinner at the Dealership Minds Summit, we will recognize the 2024 Dealership of the Year honorees for the first time publicly in front of their dealer peers and officially welcome them into the Dealership of the Year Alumni Group.

"The best event that I have been to in years. There was so much useful information shared, the networking was great, and it was extremely well organized and thought out."

— Travis McClure,
Birkey's Farm Store

Wednesday, August 7, 2024

Networking Breakfast (Included)

Mark Kreps and Steve Connelly Memorial Lecture: Advancing Your Team with Internal Development Programs

Sponsored by:



Butler Machinery's dedication to staff development is evident in numerous programs focused on career advancement and personal and professional growth. During this can't-miss general session, **Dusty Schulz**, executive director – regional operations, walks attendees through the programs Butler has built to grow its employees and prepare them for future roles. Each of the internal programs focuses on a different layer of development for employees.

The **Fundamentals of Butler Leadership** was specifically designed and tailored to the 20-store AGCO and Cat dealership to develop strong and consistent leaders. Butler understands that leadership is much more than a position or job title — it's about creating positive transformations throughout the organization.

You'll Learn:

1. How to get started developing an internal leadership training program.
2. Why it's important to identify high-potential employees and pair them with a mentor.
3. What the must-have tools are for a successful training program.

During this program, employees discover practical, engaging and relevant techniques that give leaders the tools needed to elevate their effectiveness and build relationships.

The **Lead Yourself** program is a carefully crafted initiative tailored to individuals seeking to make an investment in their personal growth and development. This program highlights that "leadership" is not the same as "management."

Finally, Butler's **Mentorship Training** program is designed specifically for employees who possess remarkable leadership potential and are nominated by management. The mentor's role at Butler is to train and acclimate new team members to the dealership's operating culture.



Dusty Schulz
Executive Director –
Regional Operations
Butler Machinery

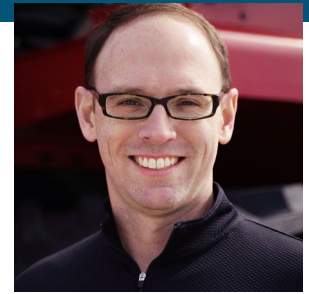
Classroom: Why an ESOP Might be the Answer You're Seeking

Birkey's Farm Store (Dealership of the Year Alumni Group) a 19-store Case IH dealership with locations in Illinois and Indiana became 100% employee-owned in 2022. During this open-book session, Birkey's CFO and Treasurer **Ben Mast** details the ins and outs of why and how the dealership group made the switch from private ownership to an employee stock ownership plan (ESOP).

You'll Learn:

1. How to determine if an ESOP is the right solution for your future, and the pros/cons of different levels of employee ownership.
2. The necessary steps, communications and reporting requirements for a smooth transition — ahead of the desired timeline.
3. What other dealers have discovered following additional M&A and how to exit an ESOP.

With significant experience with corporate financial administration including treasury management, financial reporting, internal controls, compliance, and business strategy, Mast was instrumental in the company's ESOP journey.



Ben Mast
CFO & Treasurer
Birkey's Farm Store

General Session: Preparing Strong Frontline Team Members for Leadership Roles

In this presentation, you will explore the important strategies for nurturing subordinates in non-leadership roles to prepare them for future leadership positions. We will delve into the principles of discipline, responsibility, and ownership, showing how to identify potential leaders and provide them with effective mentorship and training. The focus will be on offering constructive feedback to support continuous development and finding ways to empower subordinates by delegating authority and supplying the necessary resources to build their confidence.

Through real-world examples, you will gain insights into the advantages of enrolling promising employees in leadership training programs that focus on process improvement and execution. Additionally, the presentation will highlight how strategic mentorship, centered on responsibility and strategic thinking, can lead to significant improvements in performance and readiness for leadership. By the end of this session, you will have a well-rounded understanding of how to develop a robust leadership pipeline within your organization, ensuring long-term success and adaptability in an ever-changing business environment.



Casey Seymour
Moving Iron
Scottsbluff, Neb.

Employee Development Must Be Proactive & Intentional

"When you look at workforce development in our industry," says Michael Piercy, vice president of dealer development for the North American Equipment Dealers Assn., dealers "tend to run 10-20 years behind other leading industries."

Most organizations that have difficulty with workforce development are too reactive, according to Piercy. Those dealers consider investment and training of new employees as a necessary evil or are just looking to "check a box" on their major-line's latest list.

"Many don't address the need until something falls apart or a major issue comes from a lack of development," Piercy adds. "The reaction is to throw something at it and hope it has a positive impact, or at least contain the problem."

Workforce development brings to the surface the most common underlying attitude of dealers on employee development and performance issues.

"The combination of these things exposes the reason why so many struggle to maintain high-quality staff or attract high-quality talent," says Piercy.

Push Employees Out of Their Comfort Zone

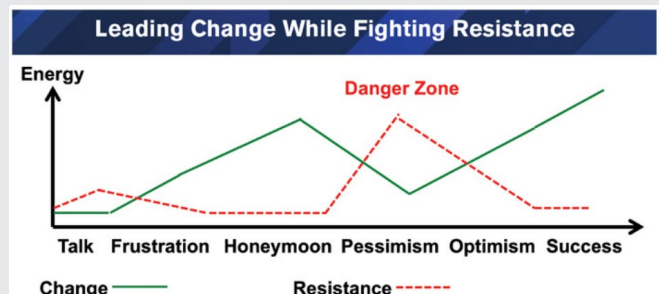
When beginning to roll out a talent development program, dealers have a responsibility to make sure there is a relationship between the technical and people aspects of the business, according to Dr. Larry Cole, a psychologist and a trainer and consultant with NAEDA's Dealer Institute.

"Of those two skill sets, the people side — the interpersonal skills is most important," he says.

Any emotionally stable individual can learn interpersonal skills, he says. Coaching employees on interpersonal skills comes down to one thing: integrity.

"When you act like a horse's ass, you're teaching other people they can act like a horse's ass, too," Cole says.

He insists the primary responsibility of a supervisor is to



Larry Cole says it's essential to understand the energy systems inherent in the change process. The management structure must understand how to use the "two whys" tools and confidently use optimism to overcome the temptation to quit during the danger zone.

develop talent. Everything done by a supervisor sends a message to employees.

Beyond "walking the talk," pushing employees out of their comfort zone is what good supervisors do.

"Talent development ought to be folded into your vision and mission," Cole says. "Growing your people actually grows your business, and no business is going to change until the people change."

Most organizations do a terrible job at helping people manage change, according to Cole. For some, the only way employees change is when the cons exceed the pros.

"Change is nothing more than an energy system," Cole says. "We're either going forward or we're staying here."

There are two reasons why change should happen, Cole adds. First is the people recognizing there is a need to change. Second is helping people identify the value in that change.

"Having a growth mindset means that any employee can grow," Cole adds.

Ahead of the Curve Classroom: Cutting-Edge Farm Equipment Examination

See the future of ag equipment technology in this special session spotlighting not-yet-ready but cutting-edge product innovations. During this classroom, you'll be able to evaluate these technologies from the questions (and answers) as your dealer peers digest their use, application and overall sales potential. In this classroom you'll learn which new and emerging technologies will most impact you and your customers' operations in the next 3 years.



General Session: Growing with the Business... What the Next Generation Learned from Rapid Growth

Johnson Tractor (Dealership of the Year Alumni Group) is on double duty at this year's Summit, but this time the 3rd generation takes the stage to share what really happened as it entered a time of rapid growth. After holding steady at 4 stores for years, Johnson Tractor more than doubled its number of stores and added 5 locations between 2020 and 2021.



Patrick Johnson
Inventory Manager
Johnson Tractor

tional development program, returning to the dealership in 2016. She leverages her 3rd-generation ag background and focuses on sales and client relationships. Johnson worked at Bunge and spent a year in its global rotational program before spending 3 years in Russia. He returned to the Johnson Tractor in 2020 and focuses on the group's asset management.



Kathryn Hesebeck
Sales Manager
Johnson Tractor

Cousins **Patrick Johnson**, inventory manager, and **Kathryn Hesebeck**, sales manager, both worked elsewhere before joining the family business. After interning with Case IH, Hesebeck spent 2 years in the OEM's rota-

You'll Learn:

1. Bold and honest insights from the next generation on how to make a smooth transition from one generation to the next.
2. The merits of insisting on family members work outside of the dealership before a return.
3. What their dads did, and didn't do, in the journey for prepared success.



**Extend your stay & attend
the 11th Annual National
Strip-Tillage Conference,
August 8-9 at the same hotel.**

Maximize your time, establish contacts and learn how to participate in the GROWING strip-tillage market and how to best serve your customers actively investing in the practice or considering it. You'll discover unique equipment set-ups and meet with leading strip-till equipment suppliers. You'll almost certainly see some of your customers in attendance, too at this national event.

Attendees of the Dealership Minds Summit receive a discounted attendance rate of just \$99 (a 79% discount). Register for both events at once and secure this exclusive rate via your online Dealership Minds Summit registration. To learn more about the National Strip-Tillage Conference and group rates for customers, contact Kayla Waukau at (262) 777-2436 or kwaukau@lessitermedia.com.

*"A great chance to network
with other dealers. This is a
must-attend again for me!"*

— Dale Nolting, Altorfer Ag Products

Lunch (Included)

Dealership of the Year Alumni Panel

During this "fan favorite" panel discussion, *Farm Equipment's* Dealership of the Year Alumni Group — including the 2024 Dealership of the Year — shares recent discoveries and best practices. During this candid conversation and Q&A, you'll learn the stories, successes and lessons learned that have propelled these dealer groups to industry-best status.



Dealer-to-Dealer Roundtable Discussions Set 2

10. Sample Career Path Routes in Parts/Service
11. Financial Transparency — What All Employees Need to Know to Make Sound Decisions
12. Service Managers — Where to Find Them
13. Diversity in the Dealership
14. Pros/Cons of Independent Boards
15. My Greatest Mistake & How It Could've Been Avoided
16. Home-Grown Curricula vs. Independent Training
17. Want to Retire? Find & Prepare Your Successor

"Great exposure to different views."

— Tom Wood, Champlain Valley Equipment



General Session: Growing the Next Generation of Dealership Leaders

Back by popular demand... Skip Klinefelter is making his first return to the Dealership Minds Summit. In this can't miss Keynote session, Klinefelter shares what he has learned as a business leader about growing the business and its next generation of leaders.

Skip began adopting precision farming technology 17 years ago on his 3,100-acre farm near Nokomis, Ill. He was quickly frustrated with the lack of technical support offered by local dealers, so he became a precision technology dealer himself.

Now, almost two decades later, Skip is the owner of Ag Technology Solutions Group in Greenville, Ill. and Linco-Precision in El Paso, Ill.

Skip is no stranger to the unique needs of bringing two organizations together and mentoring the next generation of leaders.

In the summer of 2022, Linco-Precision joined forces with

Bottom Line Solutions in Morton, Ill., to form one of the largest precision farming sales and service companies in the Midwest. Klinefelter's company expanded its footprint even further in 2022 with the purchase of Dairy One Cooperative's precision farming assets in Ithaca, N.Y.

"Creating and then nurturing a progressive, professional culture is important to the success of our business. We had an employee who wasn't a fit for our environment and that can create a toxic environment," Klinefelter says. "At the same time, when we catch somebody doing it right, we recognize it.

"If the business is doing well, share that with the employees. And if it's not, share that with at least your inner team and discuss how you can make it better."



Skip Klinefelter
Owner, Ag Technology Solutions Group and Linco-Precision

Reserve Your Room at the Marriott Madison West Hotel & Conference Center

The Marriott Madison West Hotel & Conference Center hosts the 10th annual Dealership Minds Summit. Book your room(s) at the special attendee rate of \$159 per night by calling (608) 831-2000 and mentioning the Dealership Minds Summit, or visit Farm-Equipment.com/DMS-Hotel. Hotel room cut-off is July 15, 2024, or until allocated rooms are sold out, so call today!

Just a short drive from the Madison Marriott West, downtown Madison is only one of two major U.S. cities built on an isthmus, nestled between the bustling Lake Mendota and relaxing Lake Monona. Home of the Wisconsin State Capitol, Wisconsin Badgers, legendary Camp Randall Stadium, famed State Street, unique dining and shopping options, free museums, a free zoo, over 200 miles of biking and hiking trails, a renowned farmers' market and much more. There is no shortage of fun and educational things to do during your time in Madison.

100% Satisfaction Guaranteed

Lessiter Media has hosted more than 60 national ag industry events, including the first Dealer Summit in 2013. We've refined a unique content-driven formula that delivers knowledge you and your team can act on immediately.

That's why if — after attending the Dealership Minds Summit in Madison — you don't feel the event is everything we promise, write to us, and we'll send you a full 100% refund of your registration. And you can take until 12/31/24 to decide so you can personally measure the return on your learning experience.

For more than 50 years, farm equipment dealers have trusted *Farm Equipment* to deliver independent and unbiased strategies for success as a dealer. This event — through general sessions, roundtables, dealer-to-dealer panels and peer-to-peer networking — is another way to expand your overall learning opportunity. We hope you find the program we've assembled and the 100% guarantee worthy of your trust and attendance of the 2024 Dealership Minds Summit.



Founder Frank Lessiter (l) and President Mike Lessiter

Frank Lessiter
Mike Lessiter



Dealer-to-Dealer Panel: Organizational Structures for Leadership Support

As dealerships expand and add locations, there comes a point when the CEO can no longer properly oversee all aspects of the business. Executives from 3 dealerships share how they updated their organizational structures and management layers to lead the business.

Keith Kreps, COO, 21st Century Equipment — As 21st Century prepared for a 2022 merger with a neighboring dealer, it consolidated 3 districts of 5-6 stores to 2 regions of 8 stores each. At the same time, the John Deere group moved from the traditional store manager model to a



Keith Kreps
COO, 21st Century
Equipment

territory structure.

In 2023 when 21st Century merged with 4Rivers Ag, it created a 3rd region with those 10 stores. Five of the locations are now managed in the same territory manager model as 21st Century's legacy stores, but the other 5 are primarily small ag and turf locations where a traditional store manager structure was maintained.

Bryndon Meinhardt, Regional Manager, KanEquip — New Holland dealer KanEquip, with 14



Bryndon Meinhardt
Regional Manager
KanEquip

Typical DMS Attendees

- 21st Century Equipment, Scottsbluff, NE
- A.C. McCartney Farm Equipment, Carthage, IL
- A.C. McCartney Farm Equipment, Mount Sterling, IL
- A.C. McCartney Farm Equipment, Wataga, IL
- A.C. McCartney Farm Equipment, Durand, IL
- A.C. McCartney Farm Equipment, Fulton, IL
- Ag Solutions Group, Fort Dodge, IA
- Ag Solutions Group, Marshall, MO
- Ag Solutions Group, Concordia, MO
- Ag Solutions Group, Humboldt, IA
- AgRevolution, Evansville, IN
- AgriVision Equipment Group, Clive, IA
- AHW LLC, Champaign, IL
- AKRS Equipment, Lincoln, NE
- Altorfer Inc, West Branch, IA
- Altorfer Inc, Clinton, IL
- Altorfer Inc, West Branch, IA
- Bane-Welker Equipment, Veedersburg, IN
- Bane-Welker Equipment, Ladoga, IN
- Binkley & Hurst, Rockingham, VA
- Birkey's Farm Store, Urbana, IL
- Birkey's Farm Store, Champaign, IL
- Birkey's Farm Store, Hoopesville, IN
- Birkey's Farm Store, Newton, IL
- Birkey's Farm Store, Henry, IL
- Birkey's Farm Store, Gibson City, IL
- Blanchard Equipment, Martinez, GA
- Bodensteiner Implement Co, Decorah, IA
- Border Plains Equipment, Glasgow, MT
- Butler Machinery, Fargo, ND
- Butler Machinery Company, Fargo, ND
- C&B Operations, LLC, Fairmont, MN
- C&B Operations, LLC, Lemars, IA
- Campbell Tractor, Nampa, ID
- Carrico Implement, Beloit, KS
- Castongia Tractor, Demotte, IN
- Castongia Tractor, Rensselaer, IN
- Cazenovia Equipment Co, Cazenovia, NY
- Central Illinois Ag, Farmer City, IL
- Central Illinois Ag, Atlanta, IL
- Coleman Tractor Company, Nashville, TN
- Crown Power & Equipment, Columbia, MO
- Crown Power & Equipment, Lamonte, MO
- Crown Power & Equipment, Eldon, MO
- Crown Power & Equipment, Monett, MO
- Dortmans Bros Barn Equip Inc, Strathroy, ON
- Drago Indiana, Mulberry, IN
- Eis Implement, Two Rivers, WI
- Eldon C. Stutsman Inc, Hills, IA
- Elite Ag LLC, Leesburg, GA
- Everglades Equipment Group, Belle Glade, FL
- Farmers Implement & Irrigation, Brookings, SD
- Fennig Equipment, Coldwater, OH
- Fennig Equipment, Celina, OH
- First Choice Farm & Lawn, Union City, TN
- First Choice Farm & Lawn, Dyersburg, TN
- Flint Equipment Co, Lessburg, GA
- Flint Equipment Co, Marietta, GA
- FMI Equipment, Ridgefield, WA
- FMI Equipment, Spokane Valley, WA
- Great Lakes Ag Irrigation, Six Lakes, MI
- Greenland Equipment, Carman, MB
- Greenland Equipment, Manitoba, Canada
- Greenway Equipment Inc, Memphis, TN
- H&R Agri-Power, Hopkinsville, KY
- H&R Agri-Power, Owensboro, KY
- H&R Agri-Power, Brownsville, KY
- H&R Agri-Power, Tanner, AL
- Hanlon Ag Centre Ltd., Lethbridge, AB
- Hlavinka Equipment Co, East Bernard, TX
- Holt Ag Solutions, Salida, CA
- Holt Ag Solutions, Palermo, CA
- Holt Ag Solutions, Woodland, CA
- Hooper, Inc, Intercourse, PA
- HTS Ag, Iowa Falls, IA
- Hutson Inc, Chandler, IN
- Hutson Inc, Williamston, MI
- Hutson Inc, Union City, TN
- Intermountain New Holland, Twin Falls, ID
- Jenner Ag, Harristown, IL
- Jenner Ag, Taylorville, IL
- JJ Nichting Company, West Liberty, IA
- JJ Nichting Company, Pilot Grove, IA
- Johnson Tractor, Janesville, WI
- Johnson Tractor, Rochelle, IL
- Kunau Implement, Pittsboro, IN
- Kunau Implement, Arthur, IL
- Kunau Implement, Presto, IA
- Kunau Implement, DeWitt, IA
- Kunau Implement, Davenport, IA
- Landmark Implement Inc., Kearney, NE
- Lindstrom Equipment, Inc., Menomonie, WI
- Lindstrom Equipment, Inc., Mondovi, WI
- Livingston Machinery Company, Cherokee, OK
- Livingston Machinery Company, Muleshoe, TX
- Livingston Machinery Company, Chickasha, OK
- Livingston Machinery Company, Dalhart, TX
- Lowe & Young, Inc., Wooster, OH
- Maple Lane Farm Service, Ayton, ON
- Maple Lane Farm Service, Mount Forest, ON
- Marshall Machinery, Inc., Honesdale, PA
- Martin Tractor, Inc., Galesburg, IL
- Martin Tractor, Inc., Lexington, IL
- Martin Tractor, Inc., Carthage, IL
- Martin Tractor, Inc., Macomb, IL
- Martin Tractor, Inc., Roanoke, IL
- Matejcek Implement Company, Faribault, MN
- McCullough Implement, Watseka, IL
- McFarlanes, Sauk City, WI
- Messick Farm Equipment, Mount Joy, PA
- Mitchell Equipment, Atkinson, NE
- Mitchell Equipment, Humphrey, NE
- Modern Farm Equipment, Inc., Sauk Centre, MN
- Nebraska Harvest Center, Omaha, NE
- Nebraska Harvest Center, Richland, NE
- Nebraska Harvest Center, Seward, NE
- Nebraska Harvest Center, Ogallala, NE
- Noble Equipment, Nobleford, AB
- Nolts Power Equipment, Shippensburg, PA
- Nolts Power Equipment, Newville, PA
- Ohio Ag, Broadview Heights, OH
- Papé Machinery Inc, Yuba City, CA
- Parallel Ag, Chickasha, OK
- Parallel Ag, Owensboro, KY
- Parallel Ag, Fort Dodge, IA
- Parallel Ag, Marshall, MO
- Plains Ag, Spearfish, SD
- Plains Ag, Mandan, ND
- Plains Ag, Minot, ND
- Plains Ag, Bowman, ND
- Plains Ag, Holyoke, CO
- Plains Ag, Garden City, KS
- Plains Ag, Dickinson, ND
- Plains Ag, Goodland, KS
- Platte Valley Equipment, Ames, NE
- Platte Valley Equipment, Schuyler, NE
- Plevna Implement, Kokomo, IN
- Prairie State Tractor, Mendota, IL
- Prairie State Tractor, Lacon, IL
- Prairie State Tractor, Streator, IL
- RDO Equipment Company, Moorhead, MN
- Riechmann Bros LLC, Okawville, IL
- Riesterer & Schnell, Pulaski, WI
- Riesterer & Schnell, Chilton, WI
- Riesterer & Schnell, Denmark, WI
- Ritchie Implement, Cobb, WI
- Rueter's, Grand Junction, IA
- Rueter's, Elkhart, IA
- Scholten's Equipment, Lynden, WA
- Scott Power & Equipment, Elkhart, KS
- Sievers Equipment Co., Hamel, IL
- Sloan Implement Company, Assumption, IL
- SNParners, Salisbury, MO
- Southern Star Tractor, Alvarado, TX
- Stoller International, Minonk, IL
- Stoller International, Pontiac, IL
- Stoller International, Minonk, IL
- Stoller International, Herscher, IL
- Stoller International, Kankakee, IL
- Stoller International, Streator, IL
- Stoller International, Pontiac, IL
- Stoller International, Ottawa, IL
- Stotz Equipment, Bluffdale, UT
- Stotz Equipment, American Falls, ID
- Stotz Equipment, Twin Falls, ID
- Stotz Equipment, Nephi, UT
- Stotz Equipment, Avondale, AZ
- Taylor Equipment Sales, Plattsburgh, NY
- Taylor Implement Co., Wray, CO
- Taylor Implement Co., Greeley, CO
- Taylor Implement Co., Hoxie, KS
- Tidewater Equipment, Statesboro, GA
- Titan Machinery, West Fargo, ND
- Titan Machinery, Williams, IA
- Titan Machinery, Lisbon, ND
- Titan Machinery, Windsor, CO
- Titan Machinery, Waterloo, NE
- Titan Machinery, Davenport, ND
- Titan Machinery, Idaho City, ID
- Titan Machinery, Greenfield, IA
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- Titan Machinery, Worthington, MN
- Titan Machinery, Pipestone, MN
- Titan Machinery, Center Point, IA
- Titan Machinery, Brandon, SD
- Titan Machinery, Waverly, IA
- Titan Machinery, Le Mars, IA
- Titan Machinery, Lake Park, IA
- Titan Machinery, Sioux Falls, SD
- Titan Machinery, West Fargo, ND
- Titan Machinery, Luverne, MN
- Titan Machinery, Kingsley, IA
- Titan Machinery, Blairstown, IA
- Titan Machinery, Grundy Center, IA
- Town & Country Implement, Rock Valley, IA
- True North Equipment, Grand Forks, ND
- True North Equipment, Warren, MN
- Van Wall, Perry, IA
- Wade, Inc, Greenwood, MS
- Wright Implement, Hardinsburg, KY
- Young's Equipment Inc., Regina, SK

You'll Learn:

1. What the tipping point is for knowing when to add in another layer of management.
2. When and why a non-family executive can be an important move for a family business.
3. How shifts in organizational structures create more visible career paths for younger talent to see career potential.

locations across Kansas and Nebraska, has 3 regional managers. The group has had to adapt as more stores have been acquired over the years. You'll hear from Meinhardt, who oversees 7 stores, with all store managers reporting to him. KanEquip also has a Field Support Team that brings services like human resources, accounting and capital to each store.

Chuck Hooper, Owner, Hooper Inc. — Anticipating the strategic and capital resources that would be needed to move Hooper Inc. forward into future generations, the

12-store Case IH dealership implemented 2 key changes in 2018. First, was the formation of a board of directors and second was the appointment of an independent president/CEO in June 2018. Hooper calls out the pros/cons and successes/pitfalls as the group went outside for its top leadership in what was described by industry experts as a sign of organizational maturity.



Chuck Hooper
Owner, Hooper Inc.

"Even taking home one or two ideas, make the Dealership Minds Summit worthwhile."

— Nathan Deutscher, Lindstrom Equipment, Inc.

Summit Adjourns at 3:30 p.m.

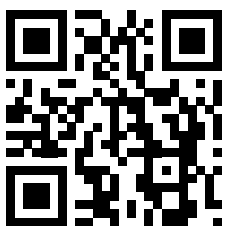
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